

Inclusion Strategies Used by the United States Newspapers Published in COCA in Representing Islam

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This research is entitled “**Inclusion Strategies Used by The United States Newspapers Published in COCA in Representing Islam**”. The data of this research are sentences containing inclusion strategies in the news related to Islam, and those news are taken from the United States newspapers published in Corpus of Contemporary American English (COCA). The objectives of this research are to describe and analyze the inclusion strategies used by the United States newspapers published in COCA in representing Islam. The analysis of this research was done by using qualitative and descriptive research methods proposed by Nassaji (2015). This study uses the theory of inclusion strategies proposed by Van Leeuwen (2008). This study shows that the use of inclusion strategies such as differentiation-indifferentiation, nomination-identification, abstraction-objectivation, determination-indetermination, and association-dissociation are commonly used by US newspapers in representing Islam as a social actor in the news. The use of inclusion strategies mostly appear in negative news relating to Islam, and this causes Islam as a social actor often poorly represented in the media.

Keywords: Inclusion Strategies, Representation, Islam, the United States Newspapers, COCA

Penelitian ini berjudul "Inclusion Strategies Used by The United States Newspapers Published in COCA in Representing Islam". Data dalam penelitian ini adalah penggalan kalimat dari berita yang terkait dengan Islam, dan kalimat tersebut ditulis menggunakan strategi inklusi. Berita tersebut diambil dari surat kabar Amerika Serikat yang diterbitkan dalam Corpus of Contemporary American English (COCA). Tujuan dari penelitian ini adalah untuk mendeskripsikan dan menganalisis strategi inklusi yang digunakan oleh surat kabar Amerika Serikat yang diterbitkan dalam COCA dalam merepresentasikan Islam. Analisis penelitian ini dilakukan dengan menggunakan metode penelitian kualitatif dan deskriptif yang diajukan oleh Nassaji (2015). Penelitian ini menggunakan teori strategi inklusi yang digagas oleh Van Leeuwen (2008). Penelitian ini menunjukkan bahwa penggunaan strategi inklusi seperti diferensiasi-indiferensiasi, nominasi-identifikasi, abstraksi-objektivasi, determinasi-indeterminasi, dan asosiasi-disosiasi biasa digunakan oleh surat kabar AS dalam menggambarkan Islam sebagai aktor social di dalam berita. Penggunaan strategi inklusi sebagian besar muncul dalam pemberitaan negatif yang berkaitan dengan Islam, dan hal ini menyebabkan Islam sebagai aktor sosial sering direpresentasikan secara kurang baik di dalam media.

INTRODUCTION

Islam is one of the most frequently discussed topics in the media. This monotheistic religion, according to the survey conducted by Pew Research Center in 2012, is known as a fast-growing religion in Africa, Asia, Europe, and America. Islam provides some significant influences on political, social, and cultural views in human life; therefore, all topics related to Islam are always interesting to be discussed in the media, including in the United States newspapers. The United States newspapers such as *USA TODAY*, *The New York Times*, *The Seattle Times*, etc. are great medium for leading public opinion to something particular. Those newspapers have an important role in shaping public perception towards Islam; Islam can be judged by the United States society, even by people throughout the world, based on how those newspapers describe Islam in their news. It is no secret that the United States newspapers have the power to lead public opinion towards specific matters.

However, Islam has been negatively known in the United States and in other western countries (Said, 1997). In western media, especially the media in the United States, Islam is often described as a threat that can endanger the lives of people (Poole, 2002). Alghamdi (2015) defines that media will select several events from the numerous events and issues in current affairs to be reported and media also will choose the way in which the issues are going to be reported, so media will have a fundamental influence on readers' perceptions of selected events or issues. Since the incident of 9/11, the incident when the terrorist attacked the WTC building, the U.S. media tends to inform the negative things about Islam, and it is still ongoing until today. This matter, of course, can endanger the lives of many Muslims, especially American Muslims.

Based on that phenomenon, the authors are interested in digging deeper information about the representation of Islam in the U.S newspaper within this research. Since Islam is such a broad topic, in this research the authors focus on the representation of Islam relating to its adherents. In order to find out how Islam is represented in the U.S. newspapers, the authors analyze some articles

from selected newspapers by using the critical discourse analysis (CDA) approach. CDA is a study that focuses on uncovering how power, domination, and inequality are described through text (Van Dijk, 1993). Representation of certain things or issues can be revealed by using CDA, and the authors use Van Leeuwen's CDA theory (2008) as the grand theory in this research. Van Leeuwen's theory of CDA is chosen as an appropriate theory to be applied in this research because he introduced the CDA model that can detect and examine how a group or person marginalized their position in some discourse. That theory mainly discusses about how social actors are represented in some news through some discourse strategies, and inclusion strategies is one of them. Inclusion is the process of presenting social actor(s) in a representation (Leeuwen in Eriyanto, 2001).

Inclusion strategies related to how social actors are presented in a text or a news through several strategies: differentiation-indifferentiation, objectivation-abstraction, nomination-categorization, nomination-identification, determination-indetermination, assimilation-individualization, and association-dissociation (Leeuwen in Fitri, 2017). The authors are interested to find out how those inclusion strategies are applied by the journalist and find out whether those inclusion strategies can affect the representation of Islam in some news. Based on the explanation above, the authors decide that the objectives of this research are to describe and analyze the inclusion strategies used by the United States newspapers published in COCA in representing Islam. Hence, *Inclusion Strategies Used by The United States Newspapers Published in COCA in Representing Islam* becomes the title of this research.

A research that is focused on how Islam was described in the media was previously done in 2015 by Emad A. Alghamdi. Alghamdi's research uses Van Dijk's critical discourse analysis theory and it focuses on how Islam is described in the western media. The result of that research shows that most of western media portrays Islam over-dramatically; they illustrate that Islam is a religion that is full of threats and worthy of fear. Alghamdi's research can explain how Islam is represented in western media well, but the use of the term 'western media' in that research seemed too broad and not specific. Based on that case, the authors tried to make another research about how Islam is represented in the media but the authors only choose newspapers from the United States as the data source. In this study, the data that the authors had obtained is corpus-based and sourced from Corpus of Contemporary American English (COCA), and the main theory that the authors use is a theory about the representation of social actor from Van Leeuwen (2008). That point was not presented in the previous research.

METHOD

The analysis of this research was done by using qualitative and descriptive research methods proposed by Nassaji (2015). Nassaji states that qualitative and descriptive research methods have been very common procedures for conducting research in many disciplines, including education,

linguistics, and social sciences. The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, observation and survey tools are often used to gather data, and in such research, the data may be collected qualitatively. This often involves an inductive exploration of the data to identify recurring themes, patterns, or concepts and then describing and interpreting those categories.

In order to collect the data for this research, the authors use Corpus of Contemporary American English (COCA) to collect the data. COCA, according to its official website, COCA is the largest freely-available corpus of English and the only large and balanced corpus of American English. COCA contains 560+ millions of words of text and those words are obtained from various texts published in the U.S, and through COCA, we can observe the profile of American society in using English language. To collect data to be examined, the authors accesses the website of COCA first (<https://www.english-corpora.org/coca/>). After the authors logs in to the website, the authors finds the frequency of adjective that is most collocated with the word 'Islam' in some news published in the U.S newspapers. By typing the word 'Islam' in the Word / Phrase column and typing the code '[j]*' (a specific code to find the frequency of adjectives that are collocating with a word) in the 'Collocates' column, the authors will find the adjective that collocates the most with the word 'Islam'.

The authors find out that the most used adjective that collocates with the word 'Islam' is *radical*, *militant*, and *political*. To be more specific, the authors is limiting the time-scope of the data. Authors take the data that appear in the last five years, i.e. from 2012 until 2017. After getting the results about the adjective that collocates the most with the word 'Islam', the authors clicks on those adjective to find out the news article that collocates the word 'Islam' with that adjective. Five articles are chosen by the authors as the research data.

After the process of data selecting is completed, to find out the results on how Islam is represented by the United States newspaper published in COCA, the authors will analyze each the data based on Van Leeuwen's theory (2008) about the representation of social actor. The analysis will focus on how Islam as social actors are represented through inclusion strategies proposed by Van Leeuwen.

FINDINGS AND DISCUSSION

There are several kinds of inclusion strategies that are used by journalists when bringing up something, someone, or group in the text. Some of the inclusion strategies can be described as follows:

Differentiation - Indifferentiation

Differentiation-indifferentiation is one of inclusion strategies of showing an event, a person, or groups in the text. This strategy can indicate that one event/person/group is not good compared to another event/person/group. This discourse strategy can corner some social actors by presenting another social actor that is more dominant. Look at the data taken from *Omaha World-Herald* below:

Table 1: Differentiation – indifferentiation strategy used by Omaha World-Herald

Inclusion Strategies	
Indifferentiation	President Donald Trump’s order for strict new screenings for refugees is raising concerns for local organizations that help them resettle in Nebraska.
Differentiation	President Donald Trump’s order for strict new screenings for refugees is raising concerns for local organizations that help them resettle in Nebraska. The president said the aim is to keep “radical Islamic terrorists” out of the United States.

In the example above, it can be seen in the first sentence that immigrants are seen as those who are prohibited from entering the United States by President Donald Trump. In the second sentence, immigrants, especially immigrants who come from Muslim countries, are increasingly marginalized by the phrase "The president said the aim is to keep 'radical Islamic terrorists' out of the United States". This shows that people from Muslim countries are identical with radicalism and related to terrorism, so they should be exiled and barred from entering the United States. The existence of this kind of writing strategy can certainly worsen the image of Islam, because not all Muslims are dangerous and radical.

Objectivation – Abstraction

Objectivation-abstraction relates to the question whether information about an event or social actor is displayed by giving concrete clues or what is displayed is an abstraction (Van Leeuwen, 2008). The objectivation-abstraction can make the meaning of the text received by the audience will be different, because by making an event abstraction or an actor who is actually quantitatively small

in number with abstraction communicated as if there are many. Look at the data taken from *New York Post* below:

Table 2: Objectivation – abstraction strategy used by New York Post

Inclusion Strategies	
Objectivation	The office uses DNA testing and other means to match bone fragments to the 2,753 people killed by the radical Islamists, who crashed a pair of jetliners into the Twin Towers, igniting an inferno and causing the buildings to collapse.
Abstraction	More sensitive DNA technology was deployed earlier this year and helped make the latest identification.

In the example above, it can be seen in the first sentence that the number of victims killed by terrorist attacks by a group of radical Muslims is explained in detail. In addition, an explanation of the acts of terrorism carried out by radical Muslims is also described in detail. This adds to the impression that Muslims can spread terror and do inhuman things. In the second sentence, the journalist does not show specific information about the latest technology regarding to DNA identification devices. This can indicate that the journalist still does not know more information about that technology.

Nomination – Identification

Nomination occurs when social actors are represented based on their unique identities. Nomination is generally realized by proper noun, in the form of formal (surname only, with or without honorifics), semiformal (given name and surname) or informal (given name only) (Van Leeuwen, 2008). This discourse strategy describes how a certain group, event, or action is defined. In the identification strategy, the defining process is carried out by giving clauses as explanatory. Look at the data taken from *The New York Times* below:

Table 3: Nomination – identification strategy used by The New York Times

Inclusion Strategies	
Nomination	Mr. Rizieq heads an organization no less controversial than he: the Islamic Defenders Front (in Bahasa, Front Pembela Islam, or F.P.I.).
Identification	Mr. Rizieq heads an organization no less controversial than he: the Islamic Defenders Front (in Bahasa, Front Pembela Islam, or F.P.I.), which is best known for promoting the application of Shariah throughout Indonesia, sometimes with hate speech.

In the example above, it can be seen in the first sentence the social actor named Rizieq is being explained in detail. That sentence states that he was the leader of the FPI. In the second sentence, it can be seen that the identity of Rizieq is described in more detail. Rizieq is best known for promoting the application of Shariah throughout Indonesia, sometimes with hate speech.

Determination – Indetermination

In a report, the actors or events are often clearly stated, but also often unclearly stated (anonymously). This anonymity can occur because reporters have not gotten enough evidence to write. Look at the data taken from *CNN* below:

Table 4: Determination-indetermination strategy used by CNN

Inclusion Strategies	
Determination	More than 31,000 people have been denied entry to the United States due to President Donald Trump's travel ban.
Indetermination	The travel ban enacted by the Trump administration primarily targets mostly Muslim-majority countries. The travel restrictions, which were upheld by the Supreme Court last year, currently affect Iran, Libya, Somalia, Syria and Yemen.

In the example above, it can be seen that journalists do not mention in detail those who are prohibited from entering the United States in the first sentence. But in the second sentence, information about people who are not allowed to enter the United States is explained in detail, namely immigrants who come from Muslim-majority countries. The existence of an explanation like this further strengthens the notion that immigrants from the Middle East countries are dangerous and have the potential to commit acts of terrorism, so that their existence should be watched out for.

Association – Dissociation

This discourse strategy relates to the question, whether the actor of a party is presented alone or whether he is connected with other larger groups. Look at the data taken from *The New York Times* below:

Table 5: Association-dissociation strategy used by The New York Times

Inclusion Strategies	
Association	Iran and ISIS are competing for the crown of militant Islam; both want to impose a militant Islamic empire first on the region and then on the entire world.

In the example above, Iran, ISIS, and Islam are associated with militant religions. The association strategy made the audience associate Islam with a broader case, so that the case was considered to be a larger and quite dangerous case.

CONCLUSIONS

Based on the results of the analysis above, it can be concluded that the US newspapers published in COCA such as the Omaha World-Herald, New York Post, The New York Times, and CNN often use inclusion strategies in presenting news relating to Islam, and this has led to Islam as social actors are often represented poorly in the media. The inclusion strategies used by these newspapers are differentiation-indifferentiation, objectivation-abstraction, nomination-identification, determination-indetermination, and association-disassociation. With this inclusion strategy, Islam is often represented as a social actor that is dangerous, full of hatred, closely

related to terror and radicalism, and should be suspected by the public. This is, of course, can endanger the lives of Muslims around the world, especially Muslims in the US. The existence of this kind of news can make adherents of Islam get discriminatory and unfair treatment.

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